

an iPhone webApp that organizes your inspirational images by color.

design / process

STAGE 1: original POV: inspiration is everywhere --> target: all artists --> challenge: too many media types
 STAGE 2: next POV: inspiration is a landscape --> target: visual artists --> facets: color, map, reference tags
 STAGE 3: final POV: color in everyday life --> target: designers --> facets: hsl color and reference tags

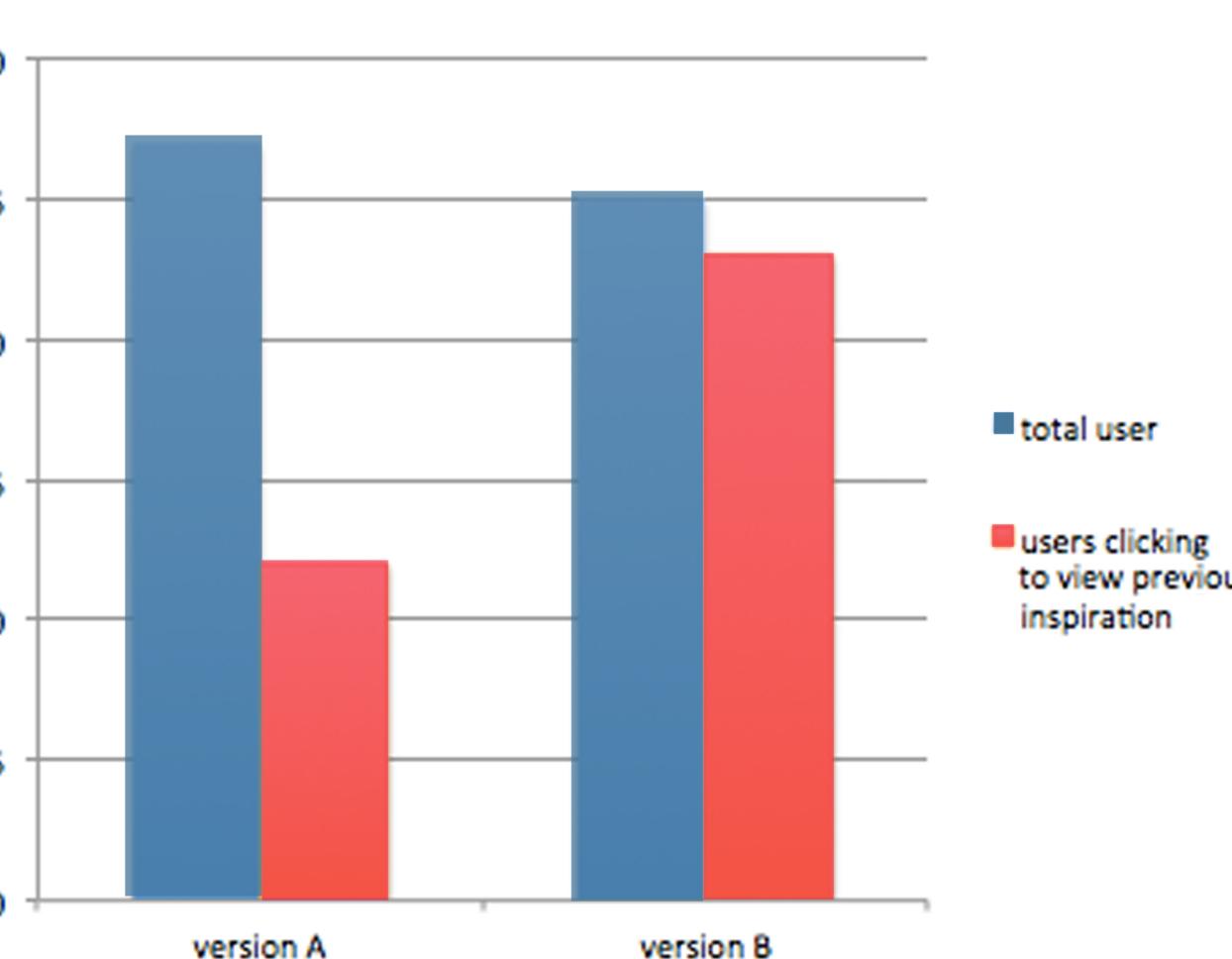


ux / ui

We ran A/B testing on "how does the display of all inspiration affect frequency of a user's previous inspiration recall". Among the 25 users in Version B of the "my inspiration" page, 23 users clicked to review previous photos, compared to 12 out of 27 in Version A. chi-squared value is 22.9. Thus, at $p < 0.05$, we can say that Version B is better than Version A at helping users find and review their previous inspirations.



version a version b



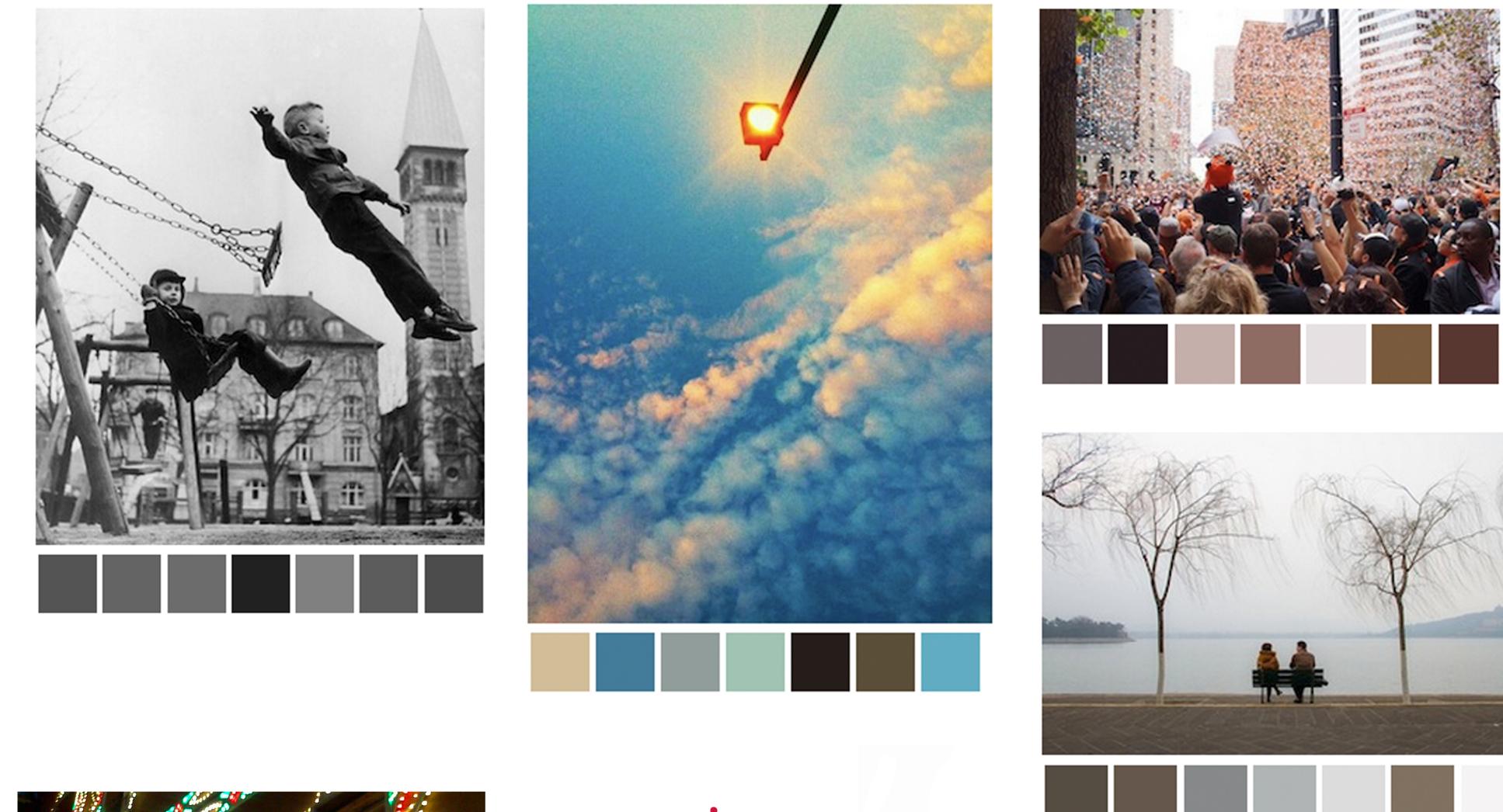
user study



aesthetics
 inspixel's design is based on the theory that an app that celebrates color must take the sideline in representing photos; the color schema is based off of the hues in a snowflake, to create a subtle and cool toned gallery, in this way all of the color swatches and inspiration snapshots can stand out.

color inspiration

functionality: a color palette is extracted from each image, which is then binned using HSL space, the user can add tags for projects, edit location, and finally search for inspiration through the color organization or tags.

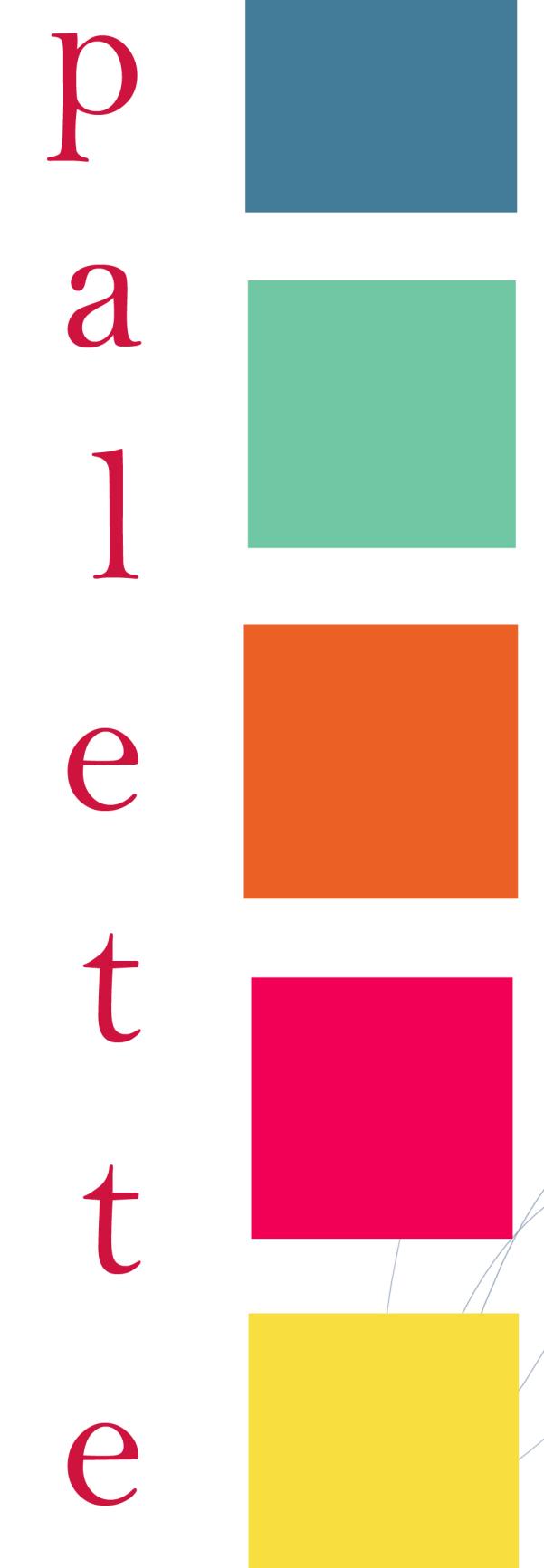


scenario

designers (i.e. a fashion designer) can use the app. to search for photos to find inspiration or specifically take a snapshot to engage with the desired color schema



fashion design



color, becomes more than just an attribute of a picture, it defines the details of your experience with the world.



every day with color